

**MEMORANDUM**

**To:** Board of Regents

**From:** Board Office

**Subject:** Request to Establish Master's and Doctoral Degree Programs in Community and Behavioral Health in the College of Public Health at the University of Iowa

**Date:** November 4, 2002

**Recommended Action:** Approve the University of Iowa's proposal to establish Master's and Doctoral degree programs in Community and Behavioral Health.

**Executive Summary:** The University of Iowa is requesting approval to establish Master's and Doctoral degree programs in Community and Behavioral Health in the College of Public Health.

**Need for Program** The Board Office review of programs revealed that there are no graduate level programs in community and behavioral health or addiction studies from a public health perspective in Iowa. The proposed M.S. program in Community and Behavioral Health relates the discipline of social and behavioral sciences to *public*, as opposed to *individual* health, and focuses on population research at the macro level.

**Not Duplicative** There are two master's level graduate programs with some similarity to the proposed M.S. program in Community and Behavioral Health – an M.A. program in Health Education with an emphasis in Community Health Education at the University of Northern Iowa and an M.S. program in Exercise and Sport Science with an emphasis in the Behavioral Basis of Physical Activity at Iowa State University. SUI's proposed M.S. program will prepare community and behavioral health researchers rather than practitioners. There are no doctoral programs of this kind in Iowa.

**Interinstitutional Consultation** The University of Iowa has consulted with the University of Northern Iowa because there was concern about possible unnecessary duplication between the proposed M.S. program and UNI's M.A. program in Health Education with an emphasis in Community Health Education. Based on the discussion that occurred between the institutions and an analysis of the differences between the two programs, the Board Office has determined that the proposed program does not unnecessarily duplicate UNI's program in Health Education with an emphasis in Community Health Education.

Interinstitutional and Board Office Reviews	The Interinstitutional Committee on Educational Coordination (ICEC) and the Board Office have reviewed this request and are recommending approval.
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Submission to ICCPHSE	No objections were raised when this proposal was submitted to the Iowa Coordinating Council for Post-High School Education (ICCPHSE).
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**Link to Strategic Plan:**

This effort is part of the institutional activities which help the Board of Regents achieve its objective to improve access to the Regent institutions as stated in its Strategic Plan:

KRA 2.0.0.0	Provide access to educational, research, and service opportunities within the missions of the Regent institutions.
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Objective 2.2.2.0	Evaluate annually and, where appropriate, make recommendations to meet relevant educational and service needs of the state.
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**Analysis:**

M.S. Program

The M.S. program in Community and Behavioral Health will offer specialized instruction at the Master's level in the social and behavioral health sciences and will prepare students for intermediate- to senior-level public health research positions. It will also provide students with sufficient academic background to enroll in the doctoral program in Community and Behavioral Health.

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Ph.D. Program

The Ph.D. program in Community and Behavioral Health will prepare individuals for academic, research, and policy-making careers in the social and behavioral health sciences.

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Ph.D. Subtrack

The Ph.D. subtrack in addiction studies will offer specialized training at the doctoral level to prepare individuals for academic, research, and policy-making careers in the area of addiction studies.

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Projected Costs

The University of Iowa does not anticipate the need for additional resources during the first two years because it expects to enroll only five or six students in all three programs during that time. Additional resources (\$53,967) will not be needed until the third year when enrollment is expected to exceed six in the Ph.D. program and six in the M.S. program. The additional funding is expected to come from external grant funding and matching support from the Graduate College.


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Regent Program Review Questions      Attached is a copy of the University's responses to the Regent New Program Review and Program Duplication Questions (pages 4–15). The University's responses to the review and duplication questions appear to meet the Board's expectations.

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Recommendation      Approve the University of Iowa's proposal to establish Master's and Doctoral degree programs in Community and Behavioral Health.

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Diana Gonzalez

Approved:   
Gregory S. Nichols

**6.05 Board of Regents New Program Review Questions for MS and PhD in Community and Behavioral Health and PhD subtrack in Addiction Studies, in the Department of Community and Behavioral Health, College of Public Health, University of Iowa**

**1. Need**

**a. How will this proposed program further the educational and curriculum needs of the students in this discipline?**

The social and behavioral sciences, studied from a public health/health science perspective, form a nationally recognized subspecialty in public health education, research, and practice.

Organizations such as the Association of Schools of Public Health (ASPH), the American Public Health Association (APHA), the Council on Education for Public Health (the public health academic program and school accrediting organization), and the National Institutes of Health (NIH) agree that there has been growing recognition that the behavioral and social sciences play a critical role in both academic public health and public health practice.

The University of Iowa College of Public Health currently offers MS and PhD degrees in the public health core areas of Epidemiology, Occupational and Environmental Health, Biostatistics and Health Management and Policy. However, students who are interested in advanced study leading to a doctoral degree in the core public health area of social and behavioral sciences currently cannot pursue this interest in the state of Iowa.

Within the University of Iowa College of Public Health, we are proposing to create a Master of Science Degree in Community and Behavioral Health, a PhD degree in Community and Behavioral Health, and a Ph.D. subtrack in Addiction Studies.

The MS degree in Community and Behavioral Health will further the needs of students in this discipline by offering a master's level degree that is research focused and will prepare them for doctoral study in this discipline.

The PhD degree in Community and Behavioral Health will further the needs of students in this discipline by offering advanced study in the social and behavioral health sciences in the context of public health.

The PhD subtrack in Addiction Studies will further the needs of students in this discipline by offering advanced, formalized study in the area of addiction studies.

**b. How does it further the educational and curriculum needs of other units in the college or university?**

These degree programs are integral to the development of the College of Public Health and its reputation nationally and internationally. The strategic plan of the College of Public Health contains the following objective: “to develop the new Department of Community and Behavioral Health and in doing so, contribute to the University’s agenda for advancing interdisciplinary education and research in the social and behavioral sciences relevant to public health.” Without these degree programs, the contributions of this newly created department will be unnecessarily limited.

This objective also supports two strategic initiatives of the University of Iowa: 1) to achieve premier graduate and professional programs, and 2) to foster distinguished research, scholarship, and artistic creation. The establishment of our MS degree will allow us to offer an excellent alternative to the MPH degree for those students who have interests that are more academic or specialized. The establishment of our general PhD degree and Addiction Studies subtrack, will allow us to foster important, socially-relevant health-related research and scholarship among our PhD students.

The development of these programs will also support other units in the University of Iowa by offering coursework in areas of interest to students in other programs. Graduate students, and exceptional undergraduate students, especially in closely allied programs at The University of Iowa will be encouraged to enroll in courses within the Department of Community and Behavioral Health.

**2. Duplication and Collaboration**

**a. What programs in this field of study are available in other colleges and universities in Iowa?**

(Identification of other programs available in this field at other institutions should be made within a broad definitional framework. For example, such identification should not be limited to programs bearing the same title, the same degree designation, having the same curriculum emphasis, or purporting to meet exactly the same needs as the proposed program.)

In the state of Iowa, there are no graduate level degree programs in community and behavioral health, or addiction studies from a public health perspective. These programs will fill that gap.

There are two masters level graduate programs with some similarity to the proposed M.S. in Community and Behavioral Health. These include an MA in Health Education with an emphasis in Health Promotion/Fitness Management and an emphasis in Community Health Education at the University of Northern Iowa and a MS degree in Exercise and Sport Science with an emphasis in the Behavioral Basis of Physical Activity at Iowa State University.

There are no doctoral programs that are at all similar to the proposed programs in the state of Iowa.

**b. With what representatives of these programs have you consulted in developing this proposal? Provide a summary of the reactions of each institution consulted.**

We have consulted extensively with faculty at the University of Northern Iowa because there was a concern about duplication between our proposed MS and their MA in Community Health Education. Please see the memorandum of understanding and letter from Dr. Christopher Edginton, Professor and Director, School of Health, Physical Education and Leisure Studies. As identified by Dr. Edginton in the letter dated October 14, 2002, "we have established that the intent of your proposals does not duplicate current course offerings at the University of Northern Iowa.

**c. In what ways is this proposed program similar to those mentioned in 2a? In what ways is it different or does it have a different emphasis?**

**MS in Community and Behavioral Health**

Iowa State University offers an MS degree in Exercise and Sport Science with an emphasis in the Behavioral Basis of Physical Activity. The University of Northern Iowa offers an MA degree in Health Education with an emphasis in Health Promotion/Fitness Management. Both degrees approach health from an individual lifestyle point of view, not a public health point of view. The MS in Community and Behavioral Health will relate the discipline of social and behavioral science to *public*, as opposed to *individual*, health. The proposed MS will focus on population research at the macro level.

In addition, the University of Northern Iowa offers an MA degree in Health Education with an emphasis in Community Health Education, which does focus on public health. However, it is directed towards individuals assuming practice positions in community and public health education, rather than research positions in community and behavioral health. The proposed MS will require a thesis, and is intended to be a research-oriented degree that will lead into the PhD in Community and Behavioral Health.

**PhD in Community and Behavioral Health**

There are no degree programs of this kind at the University of Iowa, nor at the other Iowa Regents universities. Although there are social science doctoral programs in psychology, sociology, anthropology, economics, and political science, none of these degree programs provide for study and research in the context of either health or public health. This degree opens up an entirely new area of doctoral study at the University of Iowa. The availability of doctoral-level instruction in the social and behavioral health sciences is vital to the College of Public Health's national and international reputation.

**PhD subtrack in Addiction Studies**

There is no degree of this kind at The University of Iowa, nor at the other Iowa Regents universities. This program will be one of the few of its kind in the country.

**d. How does the proposed program supplement the current programs available?**

We expect that the proposed graduate programs will be very attractive to graduates of Iowa's colleges and universities. They will provide a natural bridge from the excellent undergraduate programs in social science, health education and promotion, and community health that are offered throughout the state.

In addition, the development of these programs in the UI College of Public Health will informally serve the entire state of Iowa, including Iowa's colleges and universities. It will provide graduate course offerings that are not currently offered anywhere else in the state. It will provide independent study opportunities for students in closely allied programs in other parts of the state.

**e. Has the possibility of some kind of interinstitutional program or other cooperative effort been explored? What are the results of this study?**

A formal study has not been done on the possibilities of interinstitutional programs or other cooperative effort as it relates to these degree programs. However, the College of Public Health has a history of being involved in cooperative efforts, and the Department of Community and Behavioral Health is supportive of future efforts. Currently the College of Public Health is exploring the development of a collaborative MPH in Health Promotion and Environmental Health with the University of Northern Iowa, and an MPH in veterinary medicine with Iowa State University. Although faculty in the Health Promotion and Education Division at the University of Northern Iowa are working closely with colleagues in the College of Public Health, this is the first formal opportunity for collaborating with the Community and Behavioral Health faculty. We have agreed to continue this collaboration and plan to have faculty members meet with one another to share mutual interests as well as seek opportunities for additional program development between the two institutions.

**f. Please list the Iowa institutions in which articulation agreements are being developed for the proposed program (NOTE: This applies only to community college degree programs which may transfer students to this program.)**

Not applicable

**g. Please provide the Classification of Instructional Program (CIP) Code for the proposed program.**

51.2208

**3. Please estimate the enrollment in this program for the next five years as follows:**

**a. Undergraduate**

Majors	___0___	___0___	___0___	___0___	___0___
Nonmajors	___0___	___0___	___0___	___0___	___0___

**b. Graduate (Master)**

Majors	___2___	___2___	___6___	___9___	___9___
Nonmajors	___0___	___0___	___0___	___0___	___0___

**B1. Graduate (PhD)**

Majors	___3___	___3___	___5___	___6___	___6___
Nonmajors	___0___	___0___	___0___	___0___	___0___

**B2. Graduate (Addiction Studies PhD)**

Majors	___1___	___1___	___2___	___3___	___3___
Nonmajors	___0___	___0___	___0___	___0___	___0___

**c. On what basis were these estimates made?**

The first year estimates were made on the basis of prospective students who have contacted us and expressed an interest in the degree programs, and on the current number of faculty to advise dissertations in the department. Subsequent year estimates were made on the basis of increased availability of financial support for students and faculty recruitment. We expect that as the department's faculty grows, they will bring in financial resources through external grants that can be used to support increasing numbers of students.

**d. What are the anticipated sources of these students?**

**MS Program:**

Graduates of baccalaureate programs in Iowa

Graduates of baccalaureate programs out of state

Members of the public Health workforce in Iowa not currently enrolled in institutions of higher education

**PhD program:**

Graduates of Masters programs in Iowa

Graduates of Masters programs out of state

Public Health leaders in Iowa not currently enrolled in institutions of higher education

**PhD subtrack in Addiction Studies**

Graduates of Masters programs in Iowa

Graduates of Masters programs out of state

Substance abuse counselors interested in population research not currently enrolled in institutions of higher education



**4. Please provide any available data or information on employment opportunities available to graduates of this program in Iowa and nationally.**

In the fall of 2001, a survey was conducted by the College of Public Health to determine the educational needs of the Public Health Workforce in Iowa. Of the individuals surveyed who desired to pursue an MS degree in Public Health (n=47), 60% of those stated they wish to pursue an MS in Community and Behavioral Health. Of the individuals surveyed who desire to pursue a PhD degree in Public Health (n=30), 57% stated they would enroll in a PhD in Community and Behavioral Health.

Unfortunately, no national employment data is available. We contacted the Employment Council of ASPH (Association of Schools of Public Health) and they informed us that this kind of research does not exist.

**5. Are there accreditation standards for this program?**

The national accrediting association for schools of public health is the Council on Education for Public Health (CEPH).

The UI College of Public Health has attained pre-accreditation status, becoming the 29<sup>th</sup> accredited school/college of public health, accredited by the CEPH. The design of the degrees we have proposed meets all instructional criteria for CEPH accreditation. We will undergo a new accreditation process, seeking full accreditation, during fall 2002 and spring 2003.

**6. Does the proposed program meet minimum national standards for the program, e.g., Council of Graduate Schools or other such bodies?**

To our knowledge, no other national standards exist for programs such as those we are proposing.

**7. Please report any reactions of the Iowa Coordinating Council for Post-High School Education.**

At this time, no reactions are available to report.

**8. How does this program relate to the college's/university's strategic plan?**

These degree programs are integral to the development of the College of Public Health and its reputation nationally and internationally. The strategic plan of the College of Public Health contains the following objective: "to develop the new Department of Community and Behavioral Health and in doing so, contribute to the University's agenda for advancing interdisciplinary education and research in the social and behavioral sciences relevant to public health." Without these degree programs, the contributions of this newly created department will be unnecessarily limited.

This objective also supports two strategic initiatives of the University of Iowa: 1) to achieve premier graduate and professional programs, and 2) to foster distinguished research, scholarship, and artistic creation. The establishment of our MS degree will

allow us to offer an excellent alternative to the MPH degree for those students who have interests that are more academic or specialized. The establishment of our general PhD degree and Addiction Studies subtrack, will allow us to foster important, socially-relevant health-related research and scholarship among our PhD students.

### **Additional Resource Needs**

**1. Will the program require new resources?** Yes, in part. **If yes, what is the plan to obtain new resources?** Part of the new resources required by these degree programs will come from external grant funding which will be brought in by new faculty members. We also expect to apply and be awarded training grants, which are available in this area of study from organizations such as National Institutes of Health and Center for Disease Control.

**2. Will the program require reallocated resources?** Yes, in part. **If yes, what is the university's reallocation plan to fund this program?** In order to be successful in obtaining training grant monies, we may need matching funds from the University of Iowa Graduate College. We also expect that the College of Public Health will continue to support our growth by continuing to allocate funding for new faculty lines and continuing to meet our space needs.

**3. At what level of enrollment will additional resources be required for the program?**

For the first two years of these programs, we expect to enroll only five to six students total for all three programs. Additional resources will not be needed at this level of enrollment. Once enrollment is above six in the PhD program and six in the MS program, we will require the additional resources referred to above.

**4. Estimate the total costs (or incremental increases in expenditures) that may be necessary as a result of the new program for the next three years.**

	<u>First Year</u>	<u>Sec. Year</u>	<u>Third Year</u>
a. Faculty			
b. Graduate Assistants	0	0	\$53,967
c. General Expense			
d. Equipment			
e. Library Resources			
f. New Space Needs (estimate amount and cost of new and/or remodeled space)			
g. Computer use			
h. Other Resources (please explain)			
TOTAL			\$53,967

Note: The total dollar figure above is for three ½ graduate assistant positions, and was estimated based on the current annual salary of a ½ time 12 month graduate assistant which is \$17,989.

**5. For programs planning to use external grants, what would be the effect of the grant termination?**

We expect to provide most of these resources through external grant funding, and through matching support from the University of Iowa Graduate College.

Although most students in these degree programs will be funded by external grants, the effect of the termination of any one grant will be negligible due to the diversity of funded projects in the department.

## 6.09 Principles for Program Duplication

- A. The Board of Regents, State of Iowa, recognizes that program overlap or duplication cannot be evaluated in absolute terms. Some duplication is desirable, appropriate, and essential. Other duplication is inappropriate.
- B. Policy decisions concerning the appropriateness of new programs or the expansion of existing programs that appear to duplicate activities in other institutions shall be based on such considerations as the following:
  - 1. **Does the institution have personnel, facilities, and equipment adequate to establish and maintain a high quality program or should the program be located in another institution where adequate resources are available?**

The University of Iowa, College of Public Health, and Department of Community and Behavioral Health currently have the personnel, facilities, and equipment adequate to establish and maintain a high quality program. As of fall 2002, the department has 15 primary and adjunct faculty, and 9 secondary faculty representing cross appointments in medicine, nursing, pharmacy, anthropology, sociology, and communications studies. Our faculty members come from a variety of disciplines within the social and health sciences. Their common bond is an interest in health behavior and promoting healthy communities. This year we hope to recruit four faculty positions in the department. A similar growth is expected for next year. The department currently has four research centers: The Iowa Tobacco Research Center, the Prairielands Addiction Technology Transfer Center, the Center for Public Health Program Evaluation, and the Prevention Research Center. These centers all attract both state and national funding, and offer a diverse set of research opportunities for faculty and students in the Department.

### **2. Does student demand for the proposed program justify its development or expansion?**

Student demand for the proposed programs does justify their development. The original proposal for these degrees includes a report on the interest of the public health workforce in graduate study in the area of community and behavioral health (Section 4.2). In the fall of 2001, a survey was conducted by the College of Public Health to determine the educational needs of the Public Health Workforce in Iowa. Of the individuals surveyed who desired to pursue an MS degree in Public Health (n=47), 60% of those stated they wish to pursue an MS in Community and Behavioral Health. individuals surveyed who desire to pursue a PhD degree in Public Health (n=30), 57% stated they would enroll in a PhD in Community and Behavioral Health."

**3. Do adequate employment opportunities for graduates exist, and is it likely that they will continue to exist?**

Adequate employment opportunities for graduates of the proposed programs exist, and are likely to continue to exist. Appendices 6, 7 and 8 of the original proposal lists job announcements that were open in the fall of 2001, that would have been available to graduates of the M.S., Ph.D. or Ph.D. subtrack in Addiction Studies. Within the last week alone, our department has been sent announcements from four institutions recruiting assistant professors in the area of community and behavioral health. Currently the placement rate for graduates of the MPH subtrack in Community and Behavioral Health is 100%. All our graduates are either employed in this field, or continuing their education in another graduate program. We have no doubt that opportunities in the field of community and behavioral health will continue to exist, especially in light of widespread national and international interest in community and behavioral health.

**4. In fields in which one university already offers a substantial program, but in which another university is proposing a new or expanded program, could the first institution reasonably accommodate the necessary expansion or would its resources and facilities be so taxed that such an expansion would reduce educational quality?**

There is only one accredited school of public health in the State of Iowa, and that is the College of Public Health at the University of Iowa. The proposed public health degree programs have been designed to fill a gap in the current offerings of the College of Public Health. The Department of Community and Behavioral Health is in an excellent position to offer the proposed degrees, at high educational quality, with the current resources and facilities that have been allocated by the College of Public Health, and the University of Iowa.

**5. Would a comparable program development or expansion at the first university (see Point 4) require new capital construction producing a higher cost alternative to that proposal?**

It is clear for comparable program development, additional space would be needed for faculty, staff and students, and that space would need to be reallocated from existing space, or require new capital construction. At the University of Iowa, however, the necessary space has already been allocated, and no new capital construction would be necessary as a result of the proposed degree programs.

**6. Would the proposed program enhance other programs already in place at the university?**

The course offerings that are part of the proposed degree programs will enhance other graduate programs at the University of Iowa. Section Eight of the original proposal, states "Graduate students, and exceptional undergraduate students, in closely allied programs at The University of Iowa may enroll in courses within the Department of Community and Behavioral Health." We expect that the interdisciplinary nature of our course offerings will enhance the graduate experience of students in medicine, nursing, dentistry, pharmacy, psychology, sociology, anthropology, education and other related fields.

**7. Is the proposed program consistent with the institutional mission statement?**

The proposed degree programs will enhance graduate education and contribute to leading-edge research, which is part of the institutional mission statement of the University of Iowa. The graduates of the proposed degree programs will do leading-edge research into the area of community and behavioral health, an area that is key to improving quality of life. The current faculty in Community and Behavioral Health are highly accomplished researchers, and future students will benefit greatly from their expertise.

**8. Do other colleges in Iowa offer programs similar to the one proposed and at comparable quality and cost?**

Our proposed degrees are, 1) M.S. in Community and Behavioral Health, 2) Ph.D. in Community and Behavioral Health, 3) Ph.D. subtrack in Addiction Studies.

The University of Northern Iowa offers a Master of Arts degree in Health Promotion and Education with a choice of three emphases, one of which is Community Health Education. The degree appears to be of comparable quality and cost to the proposed M.S. in Community and Behavioral Health. However it is the belief of Dr. John B. Lowe, Professor and Head of the Department of Community and Behavioral Health at the University of Iowa and Dr. Christopher Edginton, Professor and Director of the School of Health, Physical Education and Leisure Services at the University of Northern Iowa, that the current course offering and the proposed course offering remain distinctive in nature, and are not unnecessarily duplicative.

Below are descriptions of the Master of Science degree in Community and Behavioral Health and the Master of Arts degree in Health Promotion and Education with emphases in Community Health. These descriptions are from the Memorandum of Understanding between the Department of Community and Behavioral Health at the University of Iowa and the School of Health, Physical Education and Leisure Services at the University of Northern Iowa.

The Master of Arts emphasis in Community Health Education prepares graduates for continued graduate work and/or applied work in community and public health education, in settings such as women's health, global/international health, public health practice, and environmental health sciences. Nearly half of the graduates from this emphasis continue in doctoral degree training.

The Master of Science degree in Community and Behavioral Health will offer master's level training in social and behavioral health sciences that will prepare students for intermediate to senior level public health research positions. It will provide students with significant academic background to begin a Ph.D. program in Community and Behavioral Health. The M.S. degree will satisfy the needs of a student who desires to concentrate on Community and Behavioral Health and pursue doctoral level training in the social and behavioral sciences.